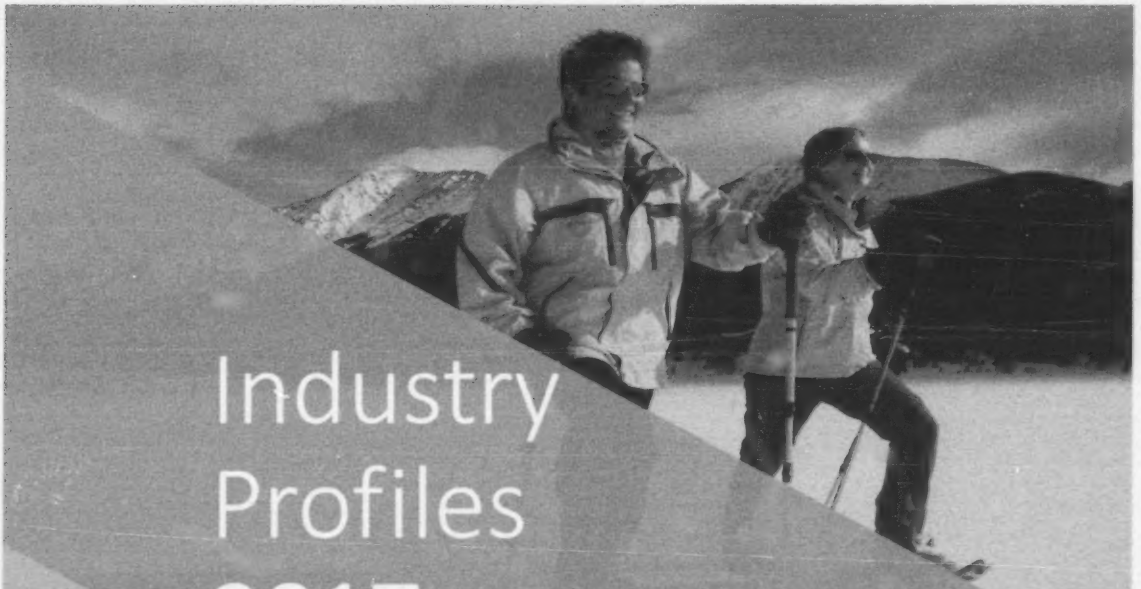


Industry Profiles 2017

Information, Culture and Recreation Industry

Alberta Government

OVERVIEW

The Information, Culture and Recreation industry[1] in Alberta includes establishments such as:

- software, Internet, newspaper, periodical and book publishers;
- motion picture and sound recording companies;
- broadcasting and telecommunications companies;
- Internet service providers, web search portals and data processing services;
- libraries, archives and heritage institutions (i.e. museums, historic sites, zoos and botanical gardens);
- performing arts companies;
- amusement parks and arcades;
- casinos and lotteries; and
- golf courses, skiing facilities, and fitness and recreational sports centres.

Section A: Business Environment
1. 2016 Employment and Unemployment Numbers and Rates
2. Industry's Growth
3. Facts, Trends and Outlook
4. Size of Businesses in Alberta and the Industry
Section B: Human Resources Profile
1. Occupational Information
2. Demographics: Gender and Age
3. Wages and Salaries
Section C: Additional Information
Links to Industry Associations

[1] North American Industry Classification System (NAICS) 2007 major groups 51 and 71

SECTION A
BUSINESS ENVIRONMENT

1. 2016 Employment and Unemployment Numbers and Rates

Table 1

	Alberta	Information, Culture and Recreation Industry
Employment	2,263,800	76,300
Employment Share	N/A	3.4%
Unemployment	200,800	5,800
Unemployment rate	8.1%	7.1%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2016
Note: N/A denotes not-applicable. Employment share is obtained by dividing the number of employment in this industry by total employment in Alberta.

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics[2] website or Statistics Canada[3].

2. Industry's Growth

- The Information, Culture and Recreation industry accounted for 3.4% of total employment in Alberta in 2016.
- Employment in is this industry expected to grow at an average rate of 1.7% from 2016 to 2019[4].
- The industry is expected to account for 3.3% of total employment in Alberta in 2017.

For more information, see the Alberta Learning Information Service (ALIS)[5] website for descriptions of industries.

[2] **See** http://work.alberta.ca/labour/labour-force-statistics-and-annual-reviews.html
[3] **See** http://www.statcan.gc.ca
[4] **Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2015 – 2019, Industry Employment Outlook**
[5] **See** http://www.alis.alberta.ca

3. Facts, Trends and Outlook

According to Statistics Canada's National Economic Accounts, the Information, Culture and Recreation industry accounted for approximately 2.2% of Alberta's Gross Domestic Product in 2015, down from 2.5% in 2005. Its contribution to Alberta's total employment declined from 4.0% in 2006 to 3.3% in 2016.

Total employment (the total number of employees and self-employed people, 15 years and over) in 2015 was 3.3% lower than its level in 2014. Over the last 10 years, employment increased by 6,500 from 2006, a 0.9% increase. There were 76,300 employed in the industry in 2016, of whom 64.5% were full time and 35.5% were part time.

Table 2

Characteristic	Alberta	Information, Culture and Recreation
Median Retirement Age (years)	63.3	62.8
Average Number of Hours Worked per Week	36.2	30.2
Multiple Jobholders (% of total employment)	5.9%	9.8%
Average Job Tenure (months)	90.2	79.7
Employees Under Union Coverage (%)	20.8%	14.4%
Employees Working Overtime per Week (%)	17.1%	14.0%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Tables 282-0022, 282-0031, 282-0042, 282-0078 and 282-0084, 2016, and custom tabulation (median retirement age)
Note: The percentage of multiple jobholders is obtained by dividing the number of multiple jobholders by total employment. This calculation method also applies to the percentage of employees under union coverage and the percentage of employees working overtime per week.

4. Size of Businesses in Alberta and the Industry

Table 3

Establishment Size	Businesses in Alberta		Businesses in Information, Culture and Recreation	
	Number of Employees	%*	Number of Employees	%*
Less than 20 employees	673,000	35.6%	22,200	33.8%
20 to 99 employees	671,400	35.5%	23,800	36.3%
100 to 500 employees	346,900	18.3%	14,800	22.6%
More than 500 employees	199,800	11%	4,800	7.0%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0076, 2016

* Percentages may not add up to 100 due to rounding.

Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the industry, except by coincidence.

SECTION B
HUMAN RESOURCES PROFILE

1. Occupational Information

Some examples of occupations in the Information, Culture and Recreation industry include:

- librarian;
- cinematographer;
- reporter;
- curator; and
- professional athlete.

For a complete listing of all occupations related to this industry as well as detailed information on education and skill requirements, visit the Alberta Occupational Profiles[6] website.

2. Demographics: Gender and Age

According to the Labour Force Survey, the gender breakdown in the Information, Culture and Recreation industry in 2016 was as follows:

- women employed: 36,500 people, or 47.8%
- men employed: 39,800 people, or 52.2%

Overall in Alberta, women accounted for 45.5% and men made up 54.5% of total employment (for all industries).

Table 4

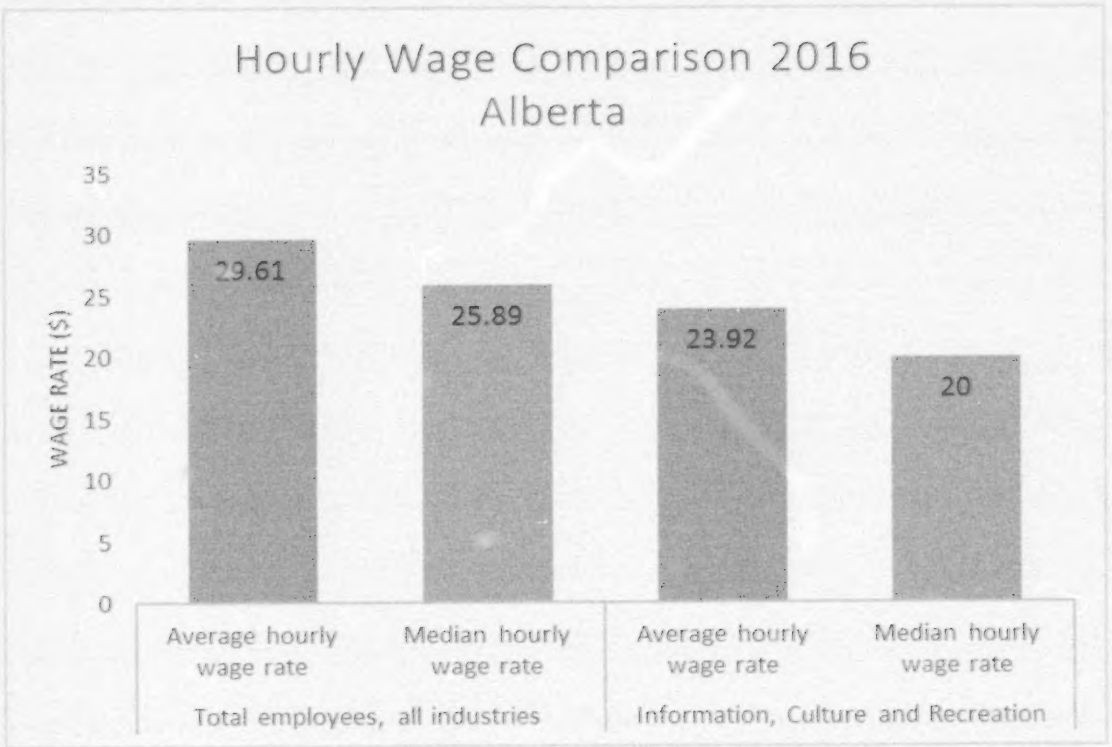
Age Characteristics	Employment in Alberta		Employment in Information, Culture and Recreation	
	Number	%	Number	%
15-24 years	303,200	13.4%	20,400	26.8%
25-54 years	1,536,000	67.9%	43,000	56.4%
55 years and over	424,600	18.8%	12,800	16.8%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2016

[6] **See** http://www.alis.alberta.ca/occinfo

3. Wages and Salaries

Chart 1



Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0072, 2016

Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Wage and Salary Information for Selected Occupations

Table 5

Occupation	Average Hourly Wage			Average Annual Salary
	Starting	Overall	Top	
Journalist (Reporter)	$ 24.77	$ 30.16	$ 37.87	$ 57,740
Librarian	$ 29.13	$ 33.95	$ 39.10	$ 54,616
Recreation and sport administrator	$ 31.01	$ 36.35	$ 43.37	$ 71,236

Data Source: 2015 Alberta Wage and Salary Survey

For more information on the *2015 Alberta Wage and Salary Survey*, refer to the WAGEinfo[7] webpage. For job descriptions, duties, required skills and education for specific occupations in the Information, Culture and Recreation industry, visit the ALIS[8] website.

[7] **See** http://www.alis.alberta.ca/wageinfo
[8] **See** http://www.alis.alberta.ca

SECTION C
ADDITIONAL INFORMATION

Links to Industry Associations

- Alberta Media Production Industries Association (http://www.ampia.org)
- Canadian Media Production Association (http://www.cmpa.ca)
- Canadian Newspaper Association (http://www.newspaperscanada.ca/)
- Library Association of Alberta (http://www.laa.ca)
- Alberta Gaming and Liquor Commission (http://www.aglc.ca)
- Canadian Association of Wireless Internet Providers (http://www.canwisp.ca)

Call us or visit our website for more information or to find the following publications:

- 2016 Annual Alberta Labour Market Review
- Monthly Alberta Labour Force Statistics Highlights and Packages
- Alberta's Occupational Demand and Supply Outlook
- Alberta Labour Force Profiles
- Alberta Industry Profiles

www.work.alberta.ca/labour.html (see Labour Market Information)
In Edmonton: 780.422.4266
Long distance: 1.800.661.3753

© 2017 Government of Alberta.
Published: March 2017.
ISBN 978-1-4601-3333-0
ISSN 2292-8944